

BEST ROUTES TO WHITE MOUNTAINS

Touring Bureau of A. A. A.
Outlines Several Attractive Ways to Go.

The Touring Bureau of the American Automobile Association, 501 Fifth avenue, corner of Forty-second street, has compiled a brief summary of the principal routes to the White Mountains which offer the best road surface as well as the most attractive scenery and good hotel accommodations.

The most direct route from New York is via the Boston Post Road through New Haven and Hartford to Springfield; then continue north along the Connecticut Valley through Northampton, Greenfield, Bellows Falls, Brattleboro, Claremont, White River Junction, Hanover and Woodsville, entering the White Mountains through Littleton and Bethlehem. This provides good macadam and gravel practically all the way.

A very good alternate between New York and Greenfield is over either of the routes to the Berkshires mentioned above; thence to North Adams and across the Mohawk Trail to Greenfield. This famous route has borne such an enormous volume of traffic so far this season that it is now getting somewhat rough, but nevertheless is entirely passable.

Another and somewhat longer alternative between Greenfield and the White Mountains is the ever popular route through Keene to Newport, N. H.; here turn right and run east via Lake Sunapee, Franklin and along the west side of Lake Winnepesaukee to Plymouth; north through Franconia, North to Twin Mountain House. The condition of this latter route is somewhat inferior to that of the Connecticut Valley route, but the scenery is more attractive.

Still another way is over the Post Road to Boston, then north along the New England coast via Newburyport, Portsmouth and Portland to Poland Spring. The road from Portland to Poland Spring and westward to Fryeburg, Conway and the White Mountains is only fair as far as the New Hampshire line, but from that point on provides good State gravel all the way.

Finds Bethlehem Truck in 69 Business Lines



ROY DAVEY.

Roy Davey, general sales manager of the Bethlehem Motors Corporation, Allentown, Pa., has made a thorough investigation. He has found that Bethlehem trucks are in use in sixty-nine lines of business to-day. This figure has not been reached by expanding the classification and by cutting down to make as few as possible, linking kindred businesses together. Mr. Davey finds that there is hardly one trade in the entire list that is not now showing activity in the way of additional orders.

Mr. Davey says that truck makers who are to-day confining their energies purely to their dealers and distributors are on a lopsided wheel. The Bethlehem policy has been to keep in close contact with Bethlehem owners, and to-day the company is benefiting for its statistical work has shown remarkable business. Educational lines have been followed and prospects have been unearthed which have given the company heavy cooperation.

GETSINGER SALES MANAGER.

Will Take Post With Lincoln Motor Company September 1.

The appointment of R. C. Getsinger as sales manager of the Lincoln Motor Company is announced by Wilfred G. Leland, vice-president and general manager. Mr. Getsinger's successful experience indicates that he is well qualified for this important post.

The Lincoln Motor Company was organized less than two years ago to build Liberty motors for the Government. The organization is now being readjusted to manufacture and market a product which has been in development since the signing of the armistice.

The appointment of Mr. Getsinger is regarded as one of the important steps in this programme. He will assume his new duties about September 1.

RX MOHAWK TIRES

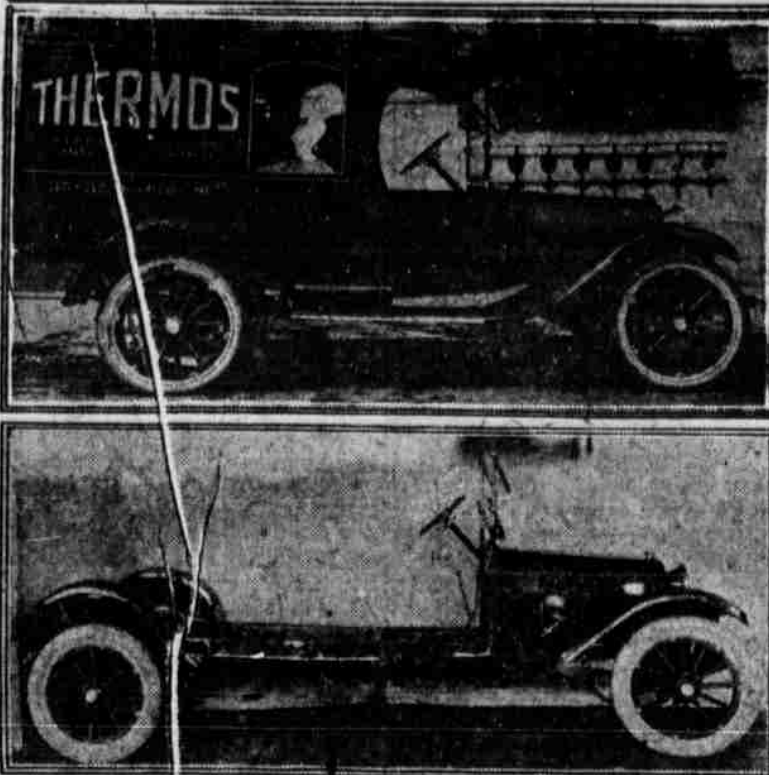
Pure Rubber

Strongest Fabric
no shoddy, reclaimed
rubber or fillers

That's why they
last so long

Mohawk Rubber Co. of N. Y., Inc.,
125 West 62nd Street,
New York City.
Factory—Akron, Ohio.

Dodge Business Car and Chassis



Dodge Brothers' chassis is proving to be adaptable for practically every business requirement. Though light in construction, this chassis is so constructed that it is almost immune from the need of service because of its scientific manufacture. Strength has been added to those parts that have the greatest amount of usage and bear the heaviest strain.

This has been done, however, without sacrificing in any way the qualities that have made Dodge Brothers' chassis well known for its economy and reliability of operation. In fact, it fills a need that has existed in large concerns since motor transportation assumed such a vital part in modern business.

Such concerns as the Shredded Wheat

Company and Arbuckle Bros., who have been using these chassis equipped with special bodies, say that they are more than satisfied with the results obtained. Almost any size body can be mounted on the chassis, as the wheelbase can be made to vary from 114 inches to one of 144 inches.

The commercial car department of the Colt-Stratton Company at 109 West Sixty-fourth street has many specifications concerning the bodies and the various sizes of chassis which will be furnished those making application. Incidentally this company has just received orders from the National Biscuit Company and Saks & Co. for a quantity of these chassis to be delivered immediately. The American Thermos Bottle Co. finds the Dodge suited to its purpose.

COLE HAS BRAKE ADJUSTER.

Automatic Device Is Only One of Many Conveniences.

In line with its policy of incorporating in the Cole Aero-Eight every possible convenience and economy, the Cole Motor Car Company is equipping all of its present models with an automatic brake adjuster which makes annoying adjustment of the service brake unnecessary, says Russell I. Engle, Inc., Cole distributor, at 1804 Broadway.

It is an exclusive Cole feature that automatically takes up the wear on the service brake bands.

The automatic brake adjuster on the Cole Aero-Eight chassis is mounted at the junction of the service brake pedal and the brake rod. As the wear on the brake band takes place notches within the adjuster automatically move back on the brake rod and absorb the surplus length occasioned by this wear.

Consequently adjustment of the service brake pedal is made every time the brake band wears down a trifle and the amount of leverage necessary to apply the brakes properly remains constant.

NORWALK TIRES' SIDES WHITE.

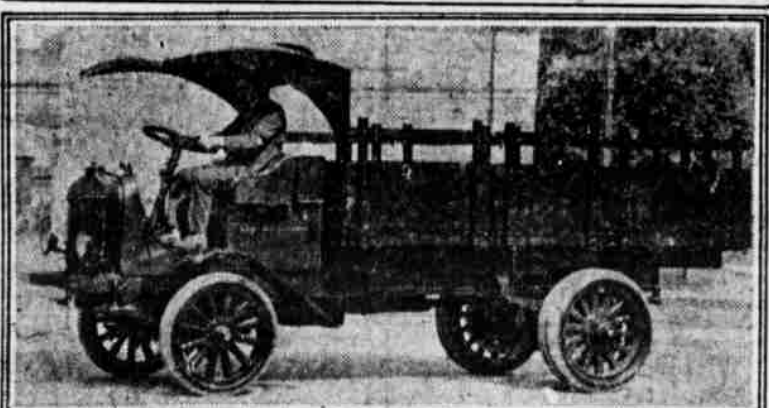
Needless to Paint Them, Which Always Injures Casing.

As a consequence of the increasing popularity of tires with white side walls many car owners are now taking the pains to secure the desired effect by the use of white paint. While there is no doubt but that this gives a distinctive appearance to the car, as a general thing the use of paint is injurious to the tire itself and will shorten its life.

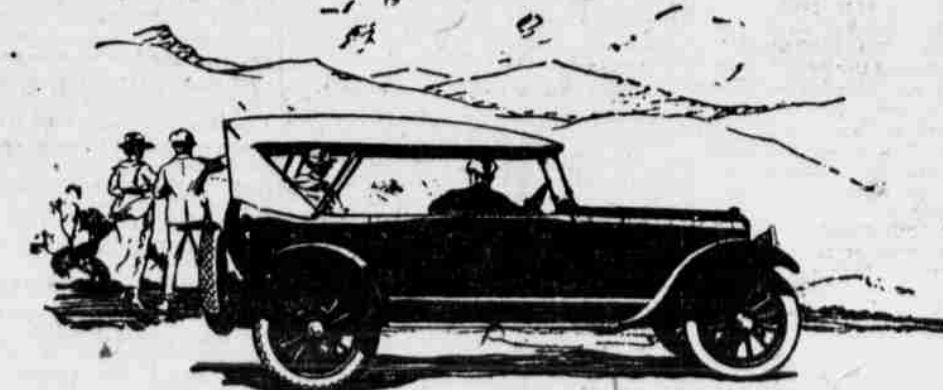
For that reason the Norwalk Tire and Rubber Company are calling particular attention these days to the unusual qualities of their product. Because of their scientific method of compounding rubber Norwalk tires, both with side walls that are pure white by nature and need no painting to obtain the neat effect now in such favor.

Although when brand new the walls have a slightly yellowish tinge, this is removed by washing with any standard household cleanser or washing powder, and repeated scouring keeps them permanently pure white.

Autocar on Transcontinental Tour



This new three and a half ton truck is on the way from Washington, D. C., to San Francisco.



PAIGE

The Most Beautiful Car in America

Now for a Paige Vacation

Pick your route, pack your bag, get aboard a Paige—and leave all your troubles behind you.

For the first time in years Americans are enjoying touring without restraint. The large proportion of Paige cars used by summer vacationists is the result of choice based on practical considerations—quality that guarantees reliability in cross-country driving and sufficient power.

There's abundant comfort, too, in a Paige.

PAIGE-DETROIT MOTOR CAR CO., DETROIT, MICHIGAN

PAIGE-DETROIT CO. OF N. Y.

1886 Broadway. Phone Columbus 6720.

C. F. BRIGGS CO.,

373 Central Ave., Newark, N. J.

MAXSON RICHARDSON CORP.,

1281 Bedford Ave., Brooklyn.

FRANKLIN STAMINA WINS OWNER \$2,000

Used Car Makes Round Trip of
624 Miles in 20 Hours
Running Time.

Glenn A. Tisdale, president of the Franklin Motor Car Company of New York, distributors of the Franklin car, has just heard of a novel road race against time made by a Franklin car recently in Pittsburgh.

By covering the distance between Pittsburgh and Philadelphia and return, 624 miles, in actual running time of less than twenty hours, with the entire round trip made within a twenty-four hour limit, the car won a \$2,000 wager for its owner, C. F. Mason of the Mason Oil Company, Pittsburgh.

Mr. Mason purchased not long ago a used Franklin car which had been driven about five thousand miles. He spoke often of its splendid performance. H. A. Friday of the American Sales Company happened to overhear him remark that the car would make the round trip between Philadelphia and Pittsburgh in twenty-four hours.

Mr. Friday said he doubted it—doubted it \$2,000 worth in fact. Mr. Mason was brimful of confidence, and the bet was on. The only stipulation made by Mr. Friday was that the long distance sprint should be made immediately. Mr. Mason agreed to this, and next persuaded a friend, J. M. Eyer, a prominent insurance man of Pittsburgh, to drive the car for him. Mr. Eyer had made the round trip before, and was familiar with the roads.

The Franklin, a four passenger roadster with winter top, left Pittsburgh at 7:10 P. M. with three passengers. Philadelphia was reached at 6:10 A. M. Mr. Eyer checked in at a Philadelphia newspaper office, ate a hurried breakfast and started back, arriving in Pittsburgh at 6:10 P. M.

Instead of being tired Mr. Eyer offered to wager \$5,000 he could repeat the performance with the same car. He was at the end. The total time consumed was twenty-two hours.

The average speed of the car was thirty-two miles and the gas mileage was 20.7 per gallon. The car weighed one thousand pounds more than the standard Franklin touring car, the weight coming from the passengers and the winter top. The run was made without preparation of any sort, and the only extra equipment carried was a ten gallon can of gasoline.

The only hardship encountered was when Mr. Eyer discovered that the car previously had been in a slight accident that tipped the headlights so they illuminated the trees rather than the road. Not having tools or other equipment, he drove with the road in the dark rather than stop to straighten the lamp brackets.

WILL BUILD OWN BUILDING.

Pressman Tire and Rubber Co. Is Expanding Fast.

William J. Ryan, vice-president of the Pressman Tire and Rubber Company, announced yesterday at his offices in the Land Title Building that the company has engaged one of the leading firms of architects of this city to prepare plans for it for a big new building in New York. He announced at the same time that the building acquired in this city by the company at 250, 252 and 254 North Broad street will be ready for the company within a short time, as the concerns to which the contracts for the alteration of the structure have been let have been impressed with the fact that all possible speed is imperative.

In the North Broad street business there will be storage space for 100,000 tires, besides offices for the local retail department, the mail order department, the foreign department and the general executive staff.

In some cases the entire output of whole factories will come to the Pressman Tire and Rubber Company by contract. The manufacturing end of the business, Mr. Ryan said, will be under the direct supervision of Herman Pressman, president of the company, who has had many years of wide experience in the tire field.

The New York building will be six stories high. It will supplement buildings already acquired in 15 other cities.



Read Between The Miles

Yes, for economy's sake, read between the miles of Goodrich's More-Mileage Adjustment—6,000 miles for Fabrics—8,000 miles for Silvertown Cords.

Then read between the figures of Goodrich's List Prices; and you have read the year's most important message for tire users.

Square the price of any tire with Goodrich List Prices—the same to you, and everybody else everywhere—and measure the adjustment mileage backing it with the Goodrich More-Mileage Adjustment.

The comparison will tell you why the whole motoring world is saying, "Goodrich has THE Tire."

The thing is in the air. Dealers, chauffeurs, car owners are talking it—talking the superb service rendered by Goodrich Tires—the best tires the automobile industry has produced.

That's why thousands of new Goodrich users are enlisting Goodrich big mileage and economy for their cars.

Buy Goodrich Tires from a Dealer

GOODRICH TIRES

"BEST IN THE LONG RUN"

